

CITY COUNCIL REPORT



Meeting Date: February 25, 2014
 General Plan Element: *Land Use*
 General Plan Goal: *Create a sense of community through land uses*

ACTION

Eldorado on First 17-ZN-2013

Request to consider the following:

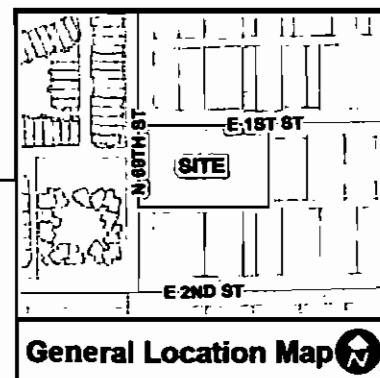
1. Adopt Ordinance No. 4131 approving a zoning district map amendment from Service Residential Downtown Overlay (S-R DO) and Multiple-family Residential Downtown Overlay (R-5 DO) zoning to Downtown/Downtown Multiple Use - Type 2, Planned Block Development Overlay, Downtown Overlay (D/DMU-2 PBD DO) zoning and a Development Plan, and determine that the Planned Block Development Overlay criteria have been met, and that the proposed zoning district map amendment is consistent and conforms with the adopted General Plan on a 28,092+/- sq. ft. located at 6901 East 1st Street, 6903 East 1st Street, 6905 East 1st Street, 6907 East 1st Street, 6909 East 1st Street, 6911 East 1st Street, 6913 East 1st Street, and 6915 East 1st Street.
2. Adopt Resolution No. 9621 declaring "Eldorado on First Development Plan, 17-ZN-2013," as a public record.

Key Items for Consideration

- Consistency with the General Plan
- Consistency with the Downtown Plan
- Planned Block Development Criteria
- The Development Review Board heard this case on December 19, 2013 and recommended approval of the Development Plan with a vote of 5-0.
- Planning Commission heard this case on January 22, 2014 and recommended approval with a vote of 6-0.
- There is no known opposition

OWNER

MCS/RSS SCOTTSDALE 1, L.L.C.



APPLICANT CONTACT

Chris Chamberlain
North American Development Group
480-675-7233

LOCATION

6901 East 1st Street, 6903 East 1st Street, 6905 East 1st Street, 6907 East 1st Street, 6909 East 1st Street, 6911 East 1st Street, 6913 East 1st Street, and 6915 East 1st Street

BACKGROUND

General Plan

The Land Use Element of the General Plan designates the site area as Mixed-Use Neighborhoods (Attachment #4). This category includes higher density residential, office and retail uses. Mixed-Use Neighborhoods are also characterized by being located in areas having multiple modes of transportation available. In addition, the site areas are located in a growth area, as designated by the Growth Areas Element of the General Plan. The purpose of this designation is to approach "...growth management from a perspective of..." identifying those "...areas of the community that are most appropriate for development focus [that] will best accommodate future growth...." The Growth Areas are intended to encourage development in a mixed-use environment.

Character Area Plan

The Downtown Future Land Use map of the Downtown Plan designates the site as Downtown Multiple Use Type 2 (Attachment #5.) within the Main Street Conceptual Urban Neighborhood. This land use is characterized to "Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale's mix of uses and activities..." (LU 2.5) that are primarily of mutually supportive.

Zoning

This site is currently zoned Service Residential Downtown Overlay (S-R DO) and Multiple-family Residential Development (R-5 DO). The S-R DO district allows administrative, clerical, and professional offices, of a residential scale and character, and multiple-family residential. The R-5 DO allows multiple-family residential at a higher density, and limited commercial uses. The proposed zoning is Downtown/Downtown Multiple Use Type – 2 Planned Block Development Overlay Downtown Overlay (D/DMU-2 PBD DO) allows a mixture of commercial and residential uses in a mixed-use development format.

Context

Located on the southeast corner of the intersection of North 69th Street and East 1st Street, the site is generally surrounded by commercial, office, residential, and hotel use.

Other Related Policies, References:

Downtown Plan

December 19, 2013 Development Review Board provided a recommendation to the Planning Commission and City Council to approve the proposed Development Plan for the Zoning District Map Amendment, with vote 6-0.

APPLICANTS PROPOSAL

Goal/Purpose of Request

The applicant's request is for a recommendation from the Planning Commission to the City Council on Zoning District Map Amendment and Development Plan related to rezoning the property from Service Residential Downtown Overlay (S-R DO) and Multiple-family Residential Downtown Overlay (R-5 DO) zoning to Downtown/Downtown Multiple Use - Type 2, Planned Block Development Overlay, Downtown Overlay (D/DMU-2 PBD DO) to accommodate a new mixed-use development containing seven (7) residential units and approximately 4,500 square feet of commercial area.

Development Information

- Existing Use: Vacant lot
- Proposed Use: Mixed use development
- Parcel Size: 27,738 square feet / 0.63 acres
- Gross Floor Area Ratio Allowed: 1.9
- Gross Floor Area Ratio Allowed: 0.1
- Building Height Allowed: 66 feet, including rooftop appurtenances
- Building Height Proposed: 46 feet, including rooftop appurtenances
- Parking Required: 21 spaces
- Parking Provided: 30 spaces
- Open Space Required: 0
- Open Space Provided: 6,445 square feet / 0.14 acres

IMPACT ANALYSIS

Land Use

The General and Downtown Plan's designations encourages higher density housing combined with, office, retail uses, and other uses that are compactable in new developments, redevelopment and infill that strengthen the Downtown's mix of uses and activities through mutually supportive land uses. The applicant's proposal includes a comprehensive summary of the development and how the requested zoning conforms to the policies of the General and Downtown Plans.

The proposed use for the site area is a mixed-use development that contains both residential and

non-residential land uses in one building. The proposed zoning designation of Downtown / Downtown Multiple Use – Type 2 Planned Block Development Overlay Downtown Overlay (D/DMU-2 PBD DO) allows the proposed uses, and is consistent with the General Plan and Downtown Plan. In addition, the proposed development is consistent with the Downtown Plan as it pertains to maintaining a 24-hour mixed use center with a variety of housing types in the Downtown area (DP LU 1.2, DP LU 1.3, DP LU 6.1 and DP LU 6.2). Furthermore, the proposed development is vertical mixed-use, which encourages sustainability by providing land uses in close proximity to one another (DP LU 7.1).

Located on the southeast corner of North 69th Street and East 1st Street, the proposed development is situated in an area of the Downtown that is primarily residential with lighter (office/hotel) commercial uses. As it pertains to the surrounding existing uses, the proposed development will assist in providing an appropriate transition between the more intensive commercial uses area of the Downtown to the north and northeast and the primarily residential uses to the south and southwest. The proposed zoning district, D/DMU-2 PBD DO, is consistent with the Downtown Plan's associated zoning designation's pertaining to height and densities for the abutting and nearby properties.

Planned Block Development Overlay Criteria Analysis

In accordance with Section 6.1304.A. of the Zoning Ordinance, the Planning Commission shall make a recommendation to the City Council regarding the proposed Development Plan (Exhibit A to Attachment 2) based on the following criteria for development in the Type 2 Area of the Downtown Area:

1. Standard criteria:

- a. The proposed development supports the land use elements of General Plan and the Downtown Plan.
 - The Land Use Element of the General Plan designates the site areas as Mixed-Use Neighborhoods, and the Downtown Plan designates the site area as Downtown Multiple Use Type 2. These categories include higher density residential, office and retail uses. The proposed zoning district map amendment and the associated development plan (Attachments 9 – 15) maintain conformity to the General and Downtown Plan designations, while incorporating revitalization of the existing properties that would assist in providing a mixture of housing options, promoting a 24-hour mixed use environment in a vertical mixed use format, and redevelops underutilized sites (GP LU 4, GP LU 9, GP HE 2, GP HE 4, DP LU 1.2, LU 1.3., DP LU 6.1, DP LU 7 and DP LU 7.1).
 - The proposed development plan achieves the General and Downtown Plan's goals and policies that pertain to the land uses, scale, and intensity of the surrounding developments and reinforces an area's character and addresses human scale (GP LU 8, GP CD 1, GP NE 5, DP LU 2.1, DP CD 1.5, and DP CD 2).

- Generally located in the southwest quadrant of the Main Street Conceptual Neighborhood, the proposed development will add to the concentration of a variety of uses, utilizes and upgrades existing infrastructure, and is anticipated to incorporate public artwork as part of the Planned Block Development Overlay requirements (GP GA 1, DP LU 5.6, CD 8.5 and DP PSF 1.7).
2. Criteria to add land uses to Table 5.3005.D., Land Uses for Each Sub-district of the Downtown District:
- a. Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.
 - b. Each proposed land use is compatible with the adjacent development, and strengthens the mix of land uses and activities in the Downtown Area.
 - c. Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.
- Criterion 2 pertains to adding additional land uses to Table 5.3005.D., Land Uses for Each Sub-district of the Downtown District. The proposed Development Plan does not include added any additional land uses; therefore, this criterion is not applicable.
3. Criteria to achieve bonus(es):
- a. The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located.
- Criterion 3 pertains to obtaining development standard bonuses for building height, gross floor area, and density. The proposed Development Plan does not include a request for development standard bonuses; therefore, this criterion is not applicable.

Traffic

The site is located southeast corner of the intersection of East 1st Street and North 69th Street. Both streets are downtown local commercial streets with on-street parking. Vehicular access to the site is provided from North 69th Street and the alley adjacent to the south property line. The Transportation Department has reviewed the application and has determined that the proposed plan will not negatively impact the capacity of the affected streets.

Parking

Parking for the proposed development will be provided in parking garages for each residential unit and off the alley abutting the south property line. The total number of parking spaces required for the proposed development is 21 spaces and there are 30 parking spaces proposed to be provided.

Water/Sewer

The City's Water Resources Department has reviewed this application and has determined that there is adequate water and waste water services to serve the development.

Public Safety

The Fire Department has reviewed this application and has determined that there is adequate ability to provide fire and emergency services to the development. The nearest fire station is located at 7522 East Indian School Road.

Open Space

The development is not required to provide open space in the Downtown district, although the proposed site plan indicates approximately 6,445 square feet of open space. The majority of the open space is situated between East 1st Street, North 69th Street, the east property line and the building.

Community Involvement

Staff and the applicant have mailed notifications to property owners within 750 feet of the site, and the applicant held an open house on September 19, 2013. A copy of the applicant's Citizen Involvement Report is included as Attachment #7. Staff has received three phone inquiries regarding this proposal with general questions; all have been supportive of the application.

OTHER BOARDS & COMMISSIONS

Development Review Board

The Development Review Board recommended to the Planning Commission and City Council to approve the proposed Development Plan for the Zoning District Map Amendment (Case No. 17-ZN-2013), with a vote of 5-0. Staff's analysis of the Development Review Board's criteria for the proposed Development Plan is attached as Attachment #6.

Planning Commission

The Planning Commission heard this case on January 22, 2014 and recommended approval with a vote of 6-0.

Staff Recommendation to Planning Commission

Staff recommended that the Planning Commission find that the Planned Block Development Overlay criteria have been met, and determine that the proposed zoning district map amendment is consistent and conforms with the adopted General Plan, and recommend that City Council approve a zoning district map amendment from Service Residential Downtown Overlay (S-R/DO) and Multiple-family Residential Downtown Overlay (R-5 DO) zoning to Downtown/Downtown Multiple Use - Type 2, Planned Block Development Overlay, Downtown Overlay (D/DMU-2 PBD DO) zoning, and approve a Development Plan on a 28,092+/- sq. ft. located at 6901 East 1st Street, 6903 East 1st Street, 6905 East 1st Street, 6907 East 1st Street, 6909 East 1st Street, 6913 East 1st Street, and 6915 East 1st Street, per the attached stipulations.

OPTIONS & STAFF RECOMMENDATION

Recommended Approach:

1. Adopt Ordinance No. 4131 approving a zoning district map amendment from Service Residential Downtown Overlay (S-R DO) and Multiple-family Residential Downtown Overlay (R-5 DO) zoning to Downtown/Downtown Multiple Use - Type 2, Planned Block Development Overlay, Downtown Overlay (D/DMU-2 PBD DO) zoning and a Development Plan, and determine that the Planned Block Development Overlay criteria have been met, and that the proposed zoning district map amendment is consistent and conforms with the adopted General Plan on a 28,092+/- sq. ft. located at 6901 East 1st Street, 6903 East 1st Street, 6905 East 1st Street, 6907 East 1st Street, 6909 East 1st Street, 6911 East 1st Street, 6913 East 1st Street, and 6915 East 1st Street.
2. Adopt Resolution No. 9621 declaring "Eldorado on First Development Plan, 17-ZN-2013," as a public record.

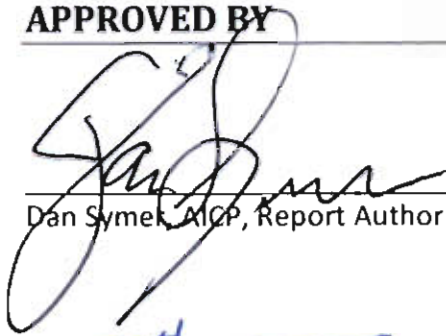
RESPONSIBLE DEPARTMENT

Planning, Neighborhood and Transportation
Current Planning Services

STAFF CONTACT

Dan Symer, AICP
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APPROVED BY



Dan Symek, AICP, Report Author

1-31-2014
Date



Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

2/10/2014
Date



Randy Grant, Administrator
Planning, Neighborhood and Transportation
480-312-2664, rgrant@scottsdaleaz.gov

2/10/14
Date

ATTACHMENTS

1. Ordinance No. 4131
Exhibit 1. Stipulations
Exhibit 2. Zoning Map
2. Resolution No. 9621
Exhibit A. Eldorado on First Development Plan, 17-ZN-2013
3. Context Aerial
- 3A. Close-Up Aerial
4. General Plan Map
5. Downtown Plan Future Land Use Map
6. Staff's analysis of the Development Review Board's criteria for the Development Plan
7. Citizen Involvement Report
8. City Notification Map
9. December 19, 2013 Development Review minutes
10. January 22, 2014 Planning Commission minutes

ORDINANCE NO. 4131

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 17-ZN-2013 FROM SERVICE RESIDENTIAL DOWNTOWN OVERLAY (S-R DO) AND MULTIPLE-FAMILY RESIDENTIAL DOWNTOWN OVERLAY (R-5 DO) ZONING TO DOWNTOWN/DOWNTOWN MULTIPLE USE - TYPE 2, PLANNED BLOCK DEVELOPMENT OVERLAY, DOWNTOWN OVERLAY (D/DMU-2 PBD DO) ZONING BY APPROVING A DEVELOPMENT PLAN FOR A 28,092 +/- SQUARE FEET SITE LOCATED AT 6901 E. 1ST ST., 6903 E. 1ST ST., 6905 E. 1ST ST., 6907 E. 1ST ST., 6909 E. 1ST ST., 6911 E. 1ST ST., 6913 E. 1ST ST., AND 6915 E. 1ST ST.

WHEREAS, the Development Review Board held a hearing on December 19, 2013 and made the required recommendations; and

WHEREAS, the Planning Commission held a hearing on January 22, 2014; and

WHEREAS, the City Council held a hearing on February 25, 2014; and

WHEREAS, the City Council finds that the proposed development is in substantial harmony with the General Plan of the City of Scottsdale and will be coordinated with existing and planned development; and

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 17-ZN-2013.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. The Development Review Board has determined that the following criteria have been met:

1. The Development Plan shall reflect the goals and policies of the Character & Design chapter of the Downtown Plan;
2. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines;
3. The building form shall reflect the planned character of development within which the development will be located;
4. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and

5. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.

Section 2. The Planning Commission has made a recommendation after determining that the following criteria have been met, and the City Council agrees that the following criteria have been met:

1. Standard criteria:
 - a. The proposed development supports the land use elements of General Plan and the Downtown Plan.

Section 3. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended on a 28,092 +/- Square Feet parcel located at 6901 E. 1st St., 6903 E. 1st St., 6905 E. 1st St., 6907 E. 1st St., 6909 E. 1st St., 6911 E. 1st St., 6913 E. 1st St., and 6915 E. 1st St., marked as "Site" (the Property) on the map attached as Exhibit 2, from Service Residential Downtown Overlay (S-R DO) and Multiple-family Residential Downtown Overlay (R-5 DO) zoning to Downtown/Downtown Multiple Use - Type 2, Planned Block Development Overlay, Downtown Overlay (D/DMU-2 PBD DO) zoning and approving a Development Plan that is entitled "Eldorado on First Development Plan, 17-ZN-2013" in that certain document declared a public record by Resolution No. 9621, which is incorporated into this ordinance by reference as if fully set forth herein.

Section 4. That the above approval is conditioned upon compliance with all stipulations attached hereto as Exhibit 1 and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this 25th day of February, 2014.

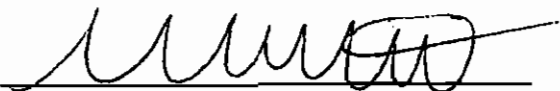
ATTEST:

CITY OF SCOTTSDALE, an Arizona
Municipal Corporation

By: _____
Carolyn Jagger
City Clerk

By: _____
W.J. "Jim" Lane
Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

By: 
Bruce Washburn, City Attorney
By: Sherry R. Scott, Deputy City Attorney

Stipulations for the Zoning Application:

Eldorado on First

Case Number: 17-ZN-2013

These stipulations are in order to protect the public health, safety, welfare, and the City of Scottsdale.

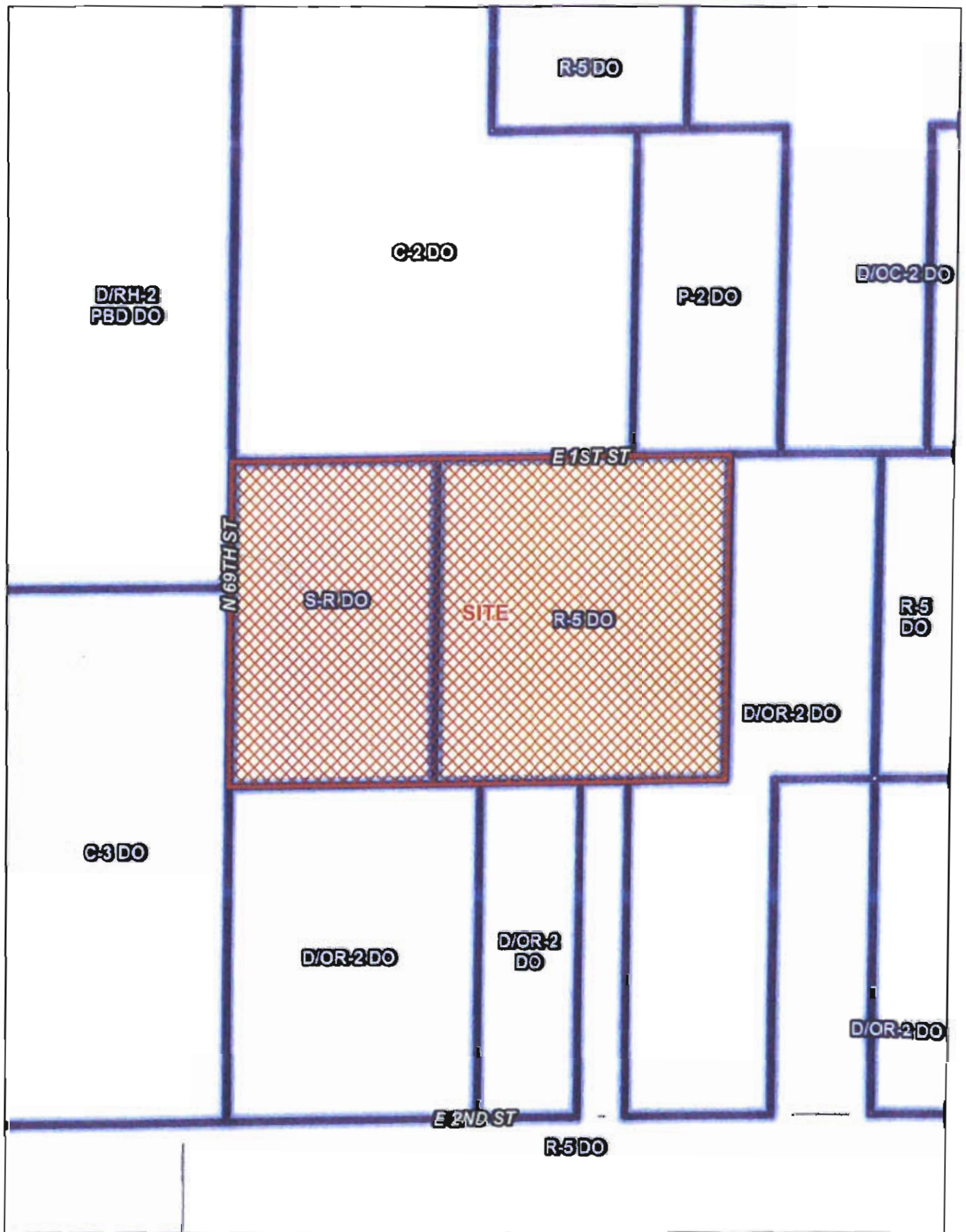
1. **CONFORMANCE TO DEVELOPMENT PLAN.** Development shall conform with the Development Plan, entitled "Eldorado on First Development Plan, 17-ZN-2013," which is on file with the City Clerk and made a public record by Resolution No. 9621 and incorporated into these stipulations and ordinance by reference as if fully set forth herein.
2. **CONFORMANCE TO DEVELOPMENT STANDARDS.** Development shall conform with the development standards that are included as part of the Development Plan.

INFRASTRUCTURE AND DEDICATIONS

3. **CIRCULATION IMPROVEMENTS.** Before any certificate of occupancy is issued for the site, the owner shall make the required dedications and provide the following improvements in conformance with the Design Standards and Policies Manual and all other applicable city codes and policies.
 - a. **STREETS.** Dedicate the following right-of-way and construct the following street improvements:

Street Name	Street Type	Dedications	Improvements	Notes
East 1 st Street	Local Commercial	1. 30 foot Right-of-Way Half Street (existing) 2. Public Non-Motorized Access Easement 3. Sight Distance Easements	Pavement, curb and gutter, sidewalk, curb ramp, pavement marking for parking stalls	a.1., a.2.
North 69 th Street	Local Commercial	1. 30 foot Right-of-Way Half Street (existing) 2. Public Non-Motorized Access Easement 3. Sight Distance Easements	Driveway, reconstruct sidewalk, construct an entry gate.	a.2., a.3., a.4.
Public Alley	Alley	1. 10 foot Right-of-Way half (existing)	paving	a.5.

- a.1. The property owner shall complete street construction of East 1st Street to match existing curb line to the east, and consistent to the cross section shown in DS&PM Figure 5.3-21.
 - a.2. The property owner shall dedicate a non-motorized access easement over all portions of the public sidewalk along North 69th Street and East 1st Street that extend outside the right-of-way.
 - a.3. The property owner shall remove existing five (5) foot sidewalk along the frontage of North 69th Street and construct a six (6) foot concrete sidewalk in its place.
 - a.4. The entry gate shall be setback a minimum twenty-five (25) feet from the back of the curb line.
 - a.5. The property owner shall pave the alley along site frontage to full available right-of-way width.
4. ACCESS RESTRICTIONS. There shall be a maximum of one site driveway from N. 69th Street, as shown on the site plan dated 12/13/2013 by City Staff. The driveway shall be designed and constructed to conform to type M-1, City of Scottsdale Standard Detail 2255.
5. UTILITIES. The property owner shall underground the existing utility lines adjacent to the property, and in the adjacent alley. The property owner shall be responsible for the additional improvements necessary to place the power lines underground.
6. STREET LIGHTS. The property owner shall relocate the North 69th Street street light adjacent to the property to accommodate the proposed development. All utility lines shall be placed underground. The final location of the street light shall be approved by City Staff.
7. EASEMENTS.
 - a. EASEMENTS DEDICATED BY PLAT. The owner shall dedicate to the city on the final plat, all easements necessary to serve the site, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual.
 - b. EASEMENTS CONVEYED BY SEPARATE INSTRUMENT. Before any building permit is issued for the site, each easement conveyed to the city separate from a final plat shall be conveyed by an instrument or map of dedication subject to city staff approval, and accompanied by a title policy in favor of the city, in conformance with the Design Standards and Policies Manual.



17-ZN-2013

Exhibit 2
Ordinance No. 4131



RESOLUTION NO. 9621

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, DECLARING AS A PUBLIC RECORD THAT CERTAIN DOCUMENT FILED WITH THE CITY CLERK OF THE CITY OF SCOTTSDALE AND ENTITLED "ELDORADO ON FIRST DEVELOPMENT PLAN, 17-ZN-2013."

WHEREAS, State Law permits cities to declare documents a public record for the purpose of incorporation into city ordinances; and

WHEREAS, the City of Scottsdale wishes to incorporate by reference amendments to the Zoning Ordinance, Ordinance No. 455, by first declaring said amendments to be a public record.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That certain document entitled "Eldorado on First Development Plan, 17-ZN-2013," attached as Exhibit A, three copies of which are on file in the office of the City Clerk, is hereby declared to be a public record. Said copies are ordered to remain on file with the City Clerk for public use and inspection.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 25th day of February, 2014.


ATTEST:

CITY OF SCOTTSDALE, an
Arizona municipal corporation

By: _____
Carolyn Jagger, City Clerk

By: _____
W. J. "Jim" Lane, Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

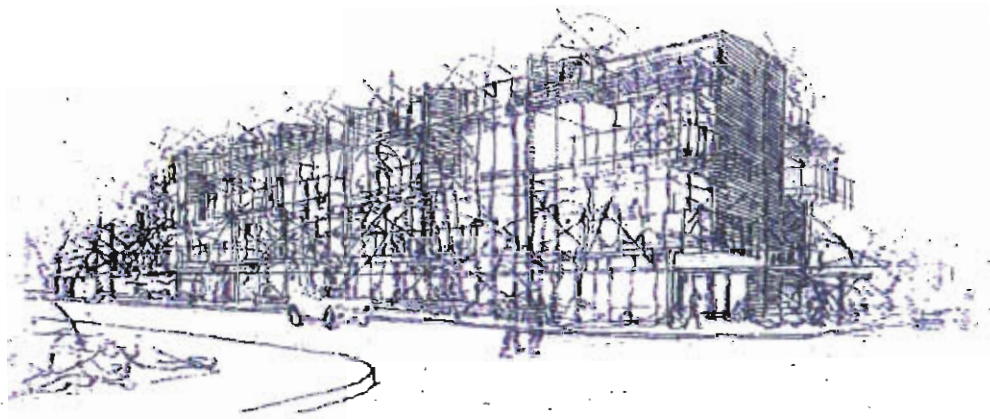


Bruce Washburn, City Attorney
By: Sherry R. Scott, Deputy City Attorney

**Eldorado on First Development Plan,
17-ZN-2013**

Project Narrative

THE **Eldorado** ON FIRST 6901 E 1st Street



Request for Rezoning

from
Service Residential (S-R/DO) / Multifamily Residential (R-5/DO)

to
Downtown Multiple Use - Type 2
Planned Block Development with Downtown Overlay
(DMU-2 PBD DO)

Prepared by:

Chris Chamberlain
North American Development Group
7373 N Scottsdale Rd, A200
Scottsdale, AZ 85253

OVERVIEW

This request is for a Rezoning of the approximately 0.6 (+/-) acres of vacant land located on the southeast corner of 69th Street and 1st Street (the "Eldorado on First", or the "Property") in downtown Scottsdale. The address for the Property is 6901 – 6915 E 1st Street, Scottsdale, AZ 85251.

The Property is currently zoned a combination of Service Residential Downtown Overlay (S-R/DO) and Multifamily Residential Downtown Overlay (R5/DO), and the proposed zoning is Downtown Multiple Use – Type 2, Planned Block Development Overlay Downtown Overlay (DMU-2 PBD DO).

Will Bruder Architects and North American Development Group have planned The Eldorado on First as a mixed use development which will include 7 luxury residential condominium units and approximately 4,500 square feet of street-front commercial space. The design and development take inspiration from the context of the surrounding area, which contains multi-family residential, office, retail, and hotel uses. The goal of the project is to help to rejuvenate Downtown Scottsdale with pedestrian friendly residential and commercial uses to support the civic and business attractions in the immediate area, and to add to the variety of housing options in an effort to populate this mature area of the city.

The architectural, site development, and landscape character draw guidance from the Scottsdale Downtown Urban Design and Architectural Guidelines and Scottsdale's Sensitive Design Principles, as the building and site design ensure that each of the spaces has access to the famed Camelback / McDowell Mountain views, natural ventilation and north / south exposure.

As encouraged in the city's Downtown Plan, the Eldorado on First will emphasize the pedestrian character, and its design and architecture will work to promote casual interaction between both the residential and commercial occupants. In addition to private outdoor space, the residential and commercial spaces share ample outdoor community space.

The Eldorado on First will assist in creating a downtown with an intensified and diverse mix of activities and occupants, and presents an example of the future of sustainable land use, design and living / working in downtown Scottsdale.

CONTEXT

The Property is located at the southeast corner of 69th and 1st Streets on a vacant property of approximately 0.6 gross acres in size. The Property is adjacent to residential and commercial properties of varying age, character, condition, scale and density, and has been vacant since 2007. The site is generally flat. All utilities are available on site or in adjacent easements and/or right-of-ways minimizing the need for off-site disturbances.

- To the North are primarily 2 story office buildings and parking (zoned C-2 DO P-2 DO);
- To the East is a 3 story residential building (zoned D/OR-2 DO);
- To the South are several office buildings (zoned D/OR-2 DO and R-5 DO) and a single story residence (zoned D/OR-2 DO);
- To the West is the planned 3 story Standard at Valley Ho apartment development (zoned D/RH-2 PBD DO), and the 2 story Los Cuatros condominiums (zoned C-3 DO).

Scottsdale's planning for Downtown and surrounding land areas contemplated a mix of land uses intended to create a vibrant, dynamic and attractive downtown transitioning to less intense uses beyond the downtown. This rezoning request is consistent with the mixed-use neighborhood planning principles encouraged by the City of Scottsdale Downtown Plan (the "Plan"). The Plan encourages redevelopment that invigorates an area while also respecting the character of the adjacent neighborhood, which is a core goal for this project. The proposed development will reduce vehicle miles traveled by encouraging walking and facilitating shorter automobile trips given its close proximity to several nearby retail, office, and entertainment establishments in the Downtown.

The Property's close proximity to the Main Street gallery district, shopping, entertainment and the waterfront canal make this an ideal site for revitalization. The Project will provide an improved gateway into downtown and provide a buffer from existing commercial development to the north and east and residential development to the south and west consistent with the Plan. The Property is only a 10 minute walk from Fashion Square Mall and a 5 minute walk from the Canal (and its redesigned waterfront path) offering an inherent pedestrian amenity to Scottsdale's downtown retail, employment and entertainment core.

The Property is within the Downtown Multiple Use Type 2 Downtown Development Area. The Downtown Multiple Use Type 2 development area "...encourage[s] new development, redevelopment and infill that strengthens Downtown Scottsdale's mix of uses and activities through the development of mutually supportive land uses..." Also, this area is a more intensive form of development than older less intensive (Type 1) areas of Downtown. (Main Street, Old Town, and Fifth Avenue).

General Plan Context

The Scottsdale General Plan designates the property as Mixed-Use Neighborhoods.

MIXED-USE NEIGHBORHOODS: Mixed-use neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing

combined with complementary office or retail uses or mixed-use structures with residential above commercial or office.

This proposal is in full compliance with the General Plan designation for the property. A few of the most relevant Land Use Goals provided for with this development are outlined below:

4. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community
- Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.

RESPONSE: The proposed development is designed to include residential and commercial uses and directly addresses this goal.

5. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.
- Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips (pedestrian and cycling and transit) where environmentally and physically feasible.
- Support the physical integration of residential uses with retail uses to provide opportunities for pedestrian oriented development.

RESPONSE: The proposed development is designed to allow for live, work, and recreation on the same site, and utilizes the urban location to encourage pedestrian and bicycle traffic to neighboring businesses and area amenities.

6. Promote land use patterns that conserve resources such as land, clean air, water, and energy and serve all people within the community.

- Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations allowing people to live, work, play and shop in the same general area.
- Protect and revitalize established areas/neighborhoods by promoting new development and the adaptive reuse of existing community resources that re-energize an area.

RESPONSE: The proposed development is designed as mixed-use to encourage live, work, and recreation in the general area of the property.

9. Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.

- *Incorporate a diverse range of residential and non-residential uses and densities within mixed use neighborhoods.*
- *Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures (retail or office on lower level and residential uses on upper levels).*
- *Encourage redevelopment that invigorates an area while also respecting the character of adjacent neighborhoods.*
- *Encourage compact mixed-use, pedestrian oriented development patterns, at urban densities, that limit the demand for parking and unnecessary automobile trips, and support alternative modes of mobility.*

RESPONSE: The proposed development is designed to include residential and non-residential uses to achieve a compact, mixed-use, pedestrian oriented project that will limit the demand for parking and unnecessary auto trips.

Downtown Plan Context

This proposal draws guidance from the goals and policies for Downtown Character Area Plan Land Use Chapter in the following ways:

Policy LU 1.2.

Maintain Downtown as a year-round, 24-hour highly functional mixed-use center, containing areas of different densities, architectural styles, and land uses that support the needs of Scottsdale's residents and visitors.

RESPONSE: The proposed development addresses this policy by utilizing intelligent, thoughtful design in creating a building where year round residents will live and work.

Policy LU 1.3.

Maintain a balance of Downtown land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities, and the economic base needed to secure resources that support the community.

RESPONSE: The proposed development is designed to create opportunities for luxury residential units, and versatile commercial spaces to support the community.

Policy LU 2.1.

As a General Plan designated Mixed-Use Neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human scale development, accommodate higher density housing combined with complementary office or retail uses, and accommodate vertical mixed-use structures.

RESPONSE: The proposed development is designed to provide a mix of higher density residential units along with complementary commercial space through a vertical building design.

Policy LU 2.2.

Support interconnected pedestrian oriented urban neighborhoods that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one-quarter mile).

RESPONSE: The location of the proposed development provides the opportunity for convenient pedestrian access to numerous business and civic attractions within close walking distance.

Policy LU 2.5.

Encourage new development, redevelopment and infill that strengthen Downtown Scottsdale's mix of uses and activities through the development of mutually supportive land uses within the Downtown Multiple Use urban neighborhoods. Multiple Use areas include the majority of the properties within the overall Downtown Plan boundary.

RESPONSE: The proposed development uses a mixed-use building design to create a mutually beneficial combination of residential and commercial occupants to strengthen Downtown Scottsdale's variety of activities.

Policy LU 6.1.

Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes, and live/work units.

RESPONSE: The proposed development is a live/work building with townhome / loft style condominiums.

Policy LU 6.2.

Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.

RESPONSE: The proposed development is a small infill housing project with a limited number of units.

Policy LU 6.3.

Encourage residential development for a variety of income groups.

RESPONSE: The proposed development addresses the downtown area's lack of larger residential units (In contrast to the smaller apartment and condo units added in the past decade).

Policy LU 7.1.

Support Downtown sustainability by encouraging vertical mixed-use development that offers land uses in close proximity to one another.

RESPONSE: The proposed development is a vertical mixed-use development that offers residential and non-residential land uses in one building.

Sensitive Design Principles Context

The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in the community. The following Sensitive Design Principles are fundamental to the design and development of the Eldorado on First:

1. The design character of any area should be enhanced and strengthened by new development.

- Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.
- Building design should be sensitive to the evolving context of an area over time.

RESPONSE: The proposed development has considered the qualities of the surrounding context, and uses building materials and landscaping elements consistent with the evolving character of the area.

2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features such as:

- Scenic views of the Sonoran desert and mountains

RESPONSE: The proposed development uses vertical stacking of uses (residential over commercial) to create views of the surrounding horizon, while site orientation has been determined to preserve and protect the views from neighboring properties.

3. Development should be sensitive to existing topography and landscaping.

- A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.

RESPONSE: The site for the proposed development is vacant flat land without existing landscaping.

4. Development should protect the character of the Sonoran desert by preserving and restoring natural habitats and ecological processes.

RESPONSE: The site is vacant land that was originally occupied by multiple buildings that were removed several years ago.

5. The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.

- Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.

RESPONSE: The design of the streetscapes of the proposed development will use landscaping, decorative paving, and public art and infrastructure to convey the design expectations of the building and communicate its identity and character.

6. Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.

RESPONSE: The location of the proposed development is close to the existing trolley and bus routes, and is a short bicycle ride from the newly improved canal-side multi-purpose path.

7. Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.

- Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.

RESPONSE: The proposed development uses entry canopies, shade elements, multiple building entries, and landscaping to present a human scale and show consideration for the pedestrian.

8. Buildings should be designed with a logical hierarchy of masses:

- To control the visual impact of a building's height and size
- To highlight important building volumes and features, such as the building entry.

RESPONSE: The proposed development utilizes varied building recessions, balconies, and overhangs along with building-integrated landscaping to control the visual impact of the building height and size.

9. The design of the built environment should respond to the desert environment;

- Interior spaces should be extended into the outdoors both physically and visually when appropriate
- Materials with colors and coarse textures associated with this region should be utilized.
- A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level. Materials should be used honestly and reflect their inherent qualities
- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

RESPONSE: The proposed development utilizes extensive private patios and ample outdoor community open space to encourage flow between the interior and exterior spaces, and incorporates landscaping, building overhangs and canopies to provide shade and relief from the desert sun.

10. Developments should strive to incorporate sustainable and healthy building practices and products.

- Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.

RESPONSE: The proposed development will use building practices and products that promote sustainable practices and help to minimize resource consumption and environmental impact.

11. Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.

- The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement
- The landscaping should complement the built environment while relating to the various uses.

RESPONSE: The proposed development will utilize indigenous landscape materials that complement the built environment with careful consideration of surrounding context.

12. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.

- Water, as a landscape element, should be used judiciously
- Water features should be placed in locations with high pedestrian activity.

RESPONSE: The proposed development will utilize landscape materials and design to minimize water consumption.

13. The extent and quality of lighting should be integrally designed as part of the built environment.

- A balance should occur between the ambient light levels and designated focal lighting needs.
- Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.

RESPONSE: The proposed development will utilize site lighting that provides the best balance of focal and ambient lighting while considering context and character of the built environment.

14. Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.

- Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility.

RESPONSE: The proposed development will utilize signage that considers context and is consistent with the architecture and landscaping for the site.

PLANNED BLOCK DEVELOPMENT OVERLAY

Per Section 6.1301 of the Zoning Ordinance, "The purpose of the PBD Overlay District is to allow for the development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan, developing more Downtown Area public amenities, and adding land uses that would further promote the Downtown Area as a 24-hour community."

Section 6.1304 PBD Overlay District Criteria

- A. *Before the first Planning Commission hearing on a PBD Overlay District application, the Development Review Board shall make a recommendation to the Planning Commission regarding the Development Plan based on the following criteria.*
2. *Criteria for a PBD overlay District application in the Type 2 Area:*
 - a. *The Development Plan shall reflect the goals and policies of the Character and Design Chapter of the Downtown Plan; and*

RESPONSE: The proposed development reflects the goals and policies of the Downtown Plan Character and Design chapter by adhering to the following:

- enhance and strengthen the Design Character of the area by promoting contextual compatibility
- sensitively transition in height, scale, and intensity between differing development types
- respect and respond to the unique climate and context of the Sonoran Desert
- strengthen the pedestrian character and create strong pedestrian linkages
- create coherent and consistent street spaces
- incorporate a regional landscape palette to complement the downtown urban character
- carefully address building and site lighting
- implement high quality design in downtown architecture
- incorporate sustainable building practices and products

b. the site development standards and building form shall be in conformance with the Downtown Plan Urban Design and Architectural Guidelines;

RESPONSE: The City created the Downtown Plan Urban Design and Architectural Guidelines in order to provide guidance for future development with respect to massing, character, architecture, landscaping, and pedestrian connectivity, with the following goals:

1. *Protect the existing unique character of older downtown districts and promote continuity of character in newer ones.*
2. *Strengthen pedestrian character and create new pedestrian linkages.*
3. *Create a compact downtown with an intensified and diverse mix of activities.*
4. *Create a high level of expectation in the quality of downtown architecture.*
5. *Create a distinct downtown landscape character.*
6. *Continue and expand the tradition of downtown's covered walkways.*
7. *Create coherent and consistent street spaces.*

The Eldorado on First will accomplish these goals with a Development Plan that adheres to the following guidelines:

- *Careful consideration of neighboring properties in determining setback and stepback standards, site design, building form and landscaping;*
- *Design active building frontages with multiple building entrances, staggered overhangs and patios to create inviting indoor and outdoor spaces, and avoid blank walls and dead spaces through thoughtful architecture and proper materials*
- *Minimize the visual impact of parking facilities through location and design by locating the parking for both the commercial and residential away from the streetfront and public space*
- *Locate service zones, mechanical and electrical equipment to minimize visibility from public streets and neighboring properties*

- *Create consistent setback patterns by locating a maximum amount of the front elevation on the setback line, and design the setback zone as a patio landscape designed for pedestrian activity and enjoyment*
- *Establish pedestrian and vehicular connections between adjacent developments*
- *Use architecture to reduce apparent size and bulk, with careful attention paid to proportion, material contrast, and scale*
- *Use landscaping conforming to City standards along streets to create an unified appearance and create a safe, comfortable pedestrian environment.*

c. The building form shall reflect the planned character of the development within which the development will be located;

RESPONSE: The proposed development offers a sense of continuity between the existing adjacent development to the north, east and south, and the planned development to the west by way of similar building masses, scale, and the use of consistent materials and landscaping palette.

- *d. The Development Plan shall incorporate standards for development within 350 feet of the Downtown Boundary that address appropriate transitions in building heights between the proposed development and the zoning districts abutting or adjacent to the development;*

RESPONSE: Not applicable, as the Property is not located within 350 feet of the Downtown Boundary.

e. the development plan shall incorporate standards for development in the Downtown Regional Use – Type 2 or Downtown Medical – Type 2 areas, and within 100 feet of the Downtown Multiple Use – Type 2 or Downtown Civic Center – Type 2 areas, that address appropriate transitions in building heights between the proposed development and the Downtown Multiple Use – Type 2 or Downtown Civic Center – Type 2 areas;

RESPONSE: Not applicable, as the Property is not located within the Downtown Regional Use – Type 2 or Downtown Medical – Type 2 areas.

f. the DP for development within 100 feet of a Type 1 area shall incorporate standards that address appropriate landscape materials and transitions in building heights between the proposed development and the Type 1 Area;

RESPONSE: Not applicable, as the Property is not located within 100 feet of the Type 1 area.

g. the Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and

RESPONSE: The development plan for the proposed development includes ample pedestrian connectivity with multiple connection points between the public way and the building, parking, and common areas, with the primary connection points to the building being highlighted by entry canopies, and the balance of the pedestrian path located adjacent to abundant landscaping. Additionally, the development plan sites the building close enough to the public sidewalk as to be inviting, yet provides a healthy landscape buffer to allow for added comfort for pedestrians and privacy for building occupants. The development plan addresses both height and stepback conditions in order to avoid overwhelming or intimidating the pedestrian.

h. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.

RESPONSE: The development plan for the proposed development has been designed with pedestrian access and connectivity to the public pedestrian circulation network as a key priority, by incorporating sidewalks from the public way to the main entry that provide direct, easily identifiable access.

B. In addition to the criteria used by City Council to review a zoning case, the Planning Commission shall make a recommendation to the City Council, based on the following applicable criteria:

1. Standard Criteria:

a. The proposed development supports the land use elements of the General Plan and Downtown Plan

RESPONSE: The proposed development fully supports the land use elements of the General Plan and Downtown Plan, as discussed in detail in the above sections "General Plan Context" and "Downtown Plan Context".

THE ELDORADO ON FIRST – PROPERTY DEVELOPMENT STANDARDS

A. *Maximums for building height, GFAR and density are shown on Table A.1.*

Table A.1 Building Height, Gross Floor Area Ratio (GFAR), Density Maximums			
Sub-district and Development Type	Building Height Maximum (1)	GFAR Maximum	Density Maximum per acre of gross lot area
Downtown Multiple Use-Type 2	66 feet	1.4	50 dwelling units
<i>Note: 1. Includes rooftop appurtenances</i>			

B. *Setbacks from public streets, except alleys.*

1. The minimum setback from public streets (except alleys) is shown in Table B.1. The setback is measured from the back of curb.

Table B.1 Minimum Setback for Buildings Adjacent to Public Streets, except alleys	
Street	Minimum Building Setback
All other public streets and public street segments in the Type 2 Area	20 feet

C. *Building location.*

1. A building adjacent to a public street (except alleys) shall be located as follows:

- a. For the building façade adjacent to East 1st Street, at least 25 percent of the:
 - i. Length of the building façade shall be located at the minimum setback;

- ii. Area of the building façade at grade and up to a height of 38 feet shall be located at the minimum setback.
- b. For the building façade adjacent to North 69th Street, at least 25 percent of the:
 - i. Length of the building façade shall be shall be located 5 feet back of the minimum setback;
 - ii. Area of the building façade at grade and up to a height of 38 feet shall be located 5 feet back of the minimum setback.
- 2. In a Type 2 Area, a building with a building facade length of 205 feet or more shall be located to achieve a prevailing setback shown in Table C.1. The building facades on a corner lot are calculated separately, and not added together.

Table C.1	
Prevailing Setbacks for Buildings Adjacent to a Public Street (except alleys)	
Street	Prevailing Setback
All public street and public street segments	Between 20 and 35 Feet

- 3. The prevailing setback is equal to the area between the back of curb and the building facade, divided by the length of the building, as shown in Example C.2.

Example C.2
Calculation of the Prevailing Setback
<p>(A) = AREA BETWEEN THE BACK OF CURB AND THE BUILDING FACADE</p> <p>(L) = LENGTH OF THE BUILDING</p> <p>PREVAILING SETBACK = AREA (A) / LENGTH (L)</p>

D. Stepbacks.

1. Downtown Multiple Use - Type 2 Areas: The stepback plane shall incline at a ratio of 1:1, beginning 38 (thirty-eight) feet above (i) the minimum setback from the public street (except alleys), and (ii) all other property lines, to 45 feet; and beginning at 45 feet, incline at a ratio of 2:1.

E. Exceptions to setback, prevailing setback and stepback standards.

1. Except as provided in Subsection E.5 below, certain exceptions to setback and stepback standards are allowed if the Development Review Board finds the exceptions conform to:

- a. The Downtown Plan and Downtown Plan Urban Design & Architectural Guidelines; and
- b. The sight distance requirements of the Design Standards and Policy Manual.

2. Subject to design approval by the Development Review Board, the following exceptions to setback and stepback standards are allowed:

- a. A maximum of five feet for cornices, eaves, parapets and fireplaces.
- b. A maximum of seven feet for canopies and other covers over sidewalks, balconies and terraces.
- c. Balcony walls and railings with a maximum inside height of 45 inches.
- d. Uncovered balconies, uncovered terraces and patios at and below grade.
- e. Covered sidewalks and uncovered terraces directly above a sidewalk.
- f. A maximum of seven feet for stairwells.

3. Subject to design approval by the Development Review Board, in a Type 2 Area, a maximum 15 feet exception to stepback and setback standards above the first floor (not specified in E.2. above), is allowed for projections that:

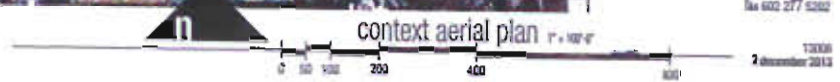
- a. Are less than 50 percent of the length of the segment of the building facade where the projections occur; and
- b. Are less than 33 percent of the surface area of the segment of the building facade where the projections occur.

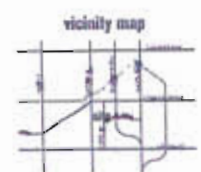
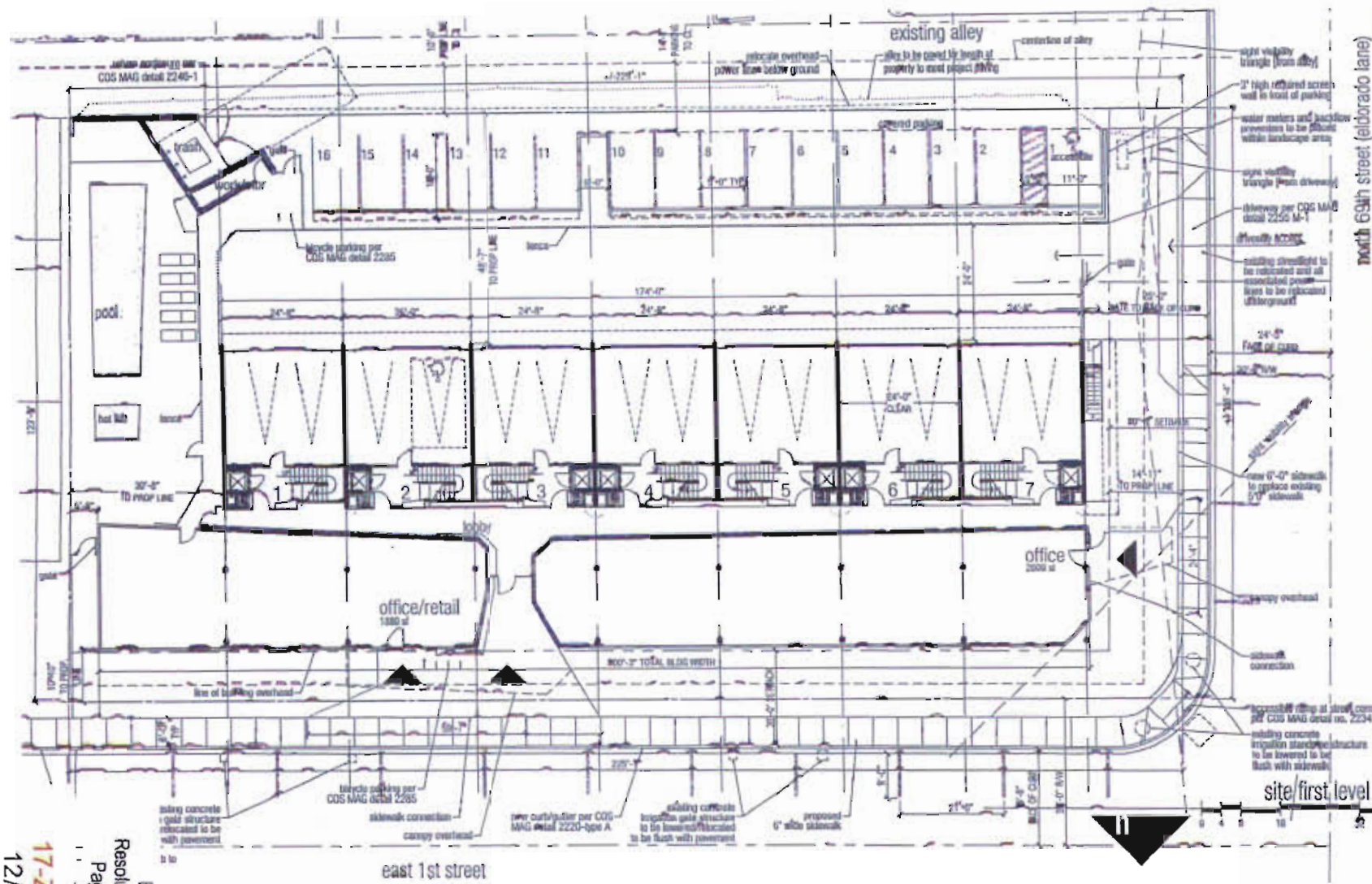
4. Subject to design approval by the Development Review Board, an exception to the setback standard is allowed for stairwells and elevator shafts.
5. Exceptions to setback or stepback standards are not allowed:
 - a. To cross a property line; however, exceptions that encroach into the public street may be allowed, subject to the Scottsdale Revised Code.
 - b. To increase the maximum building height.



a1
eldorado on 1st
5501 west 1st street, Scottsdale, AZ

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Phoenix, Arizona 85018
602.277.5311
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project information

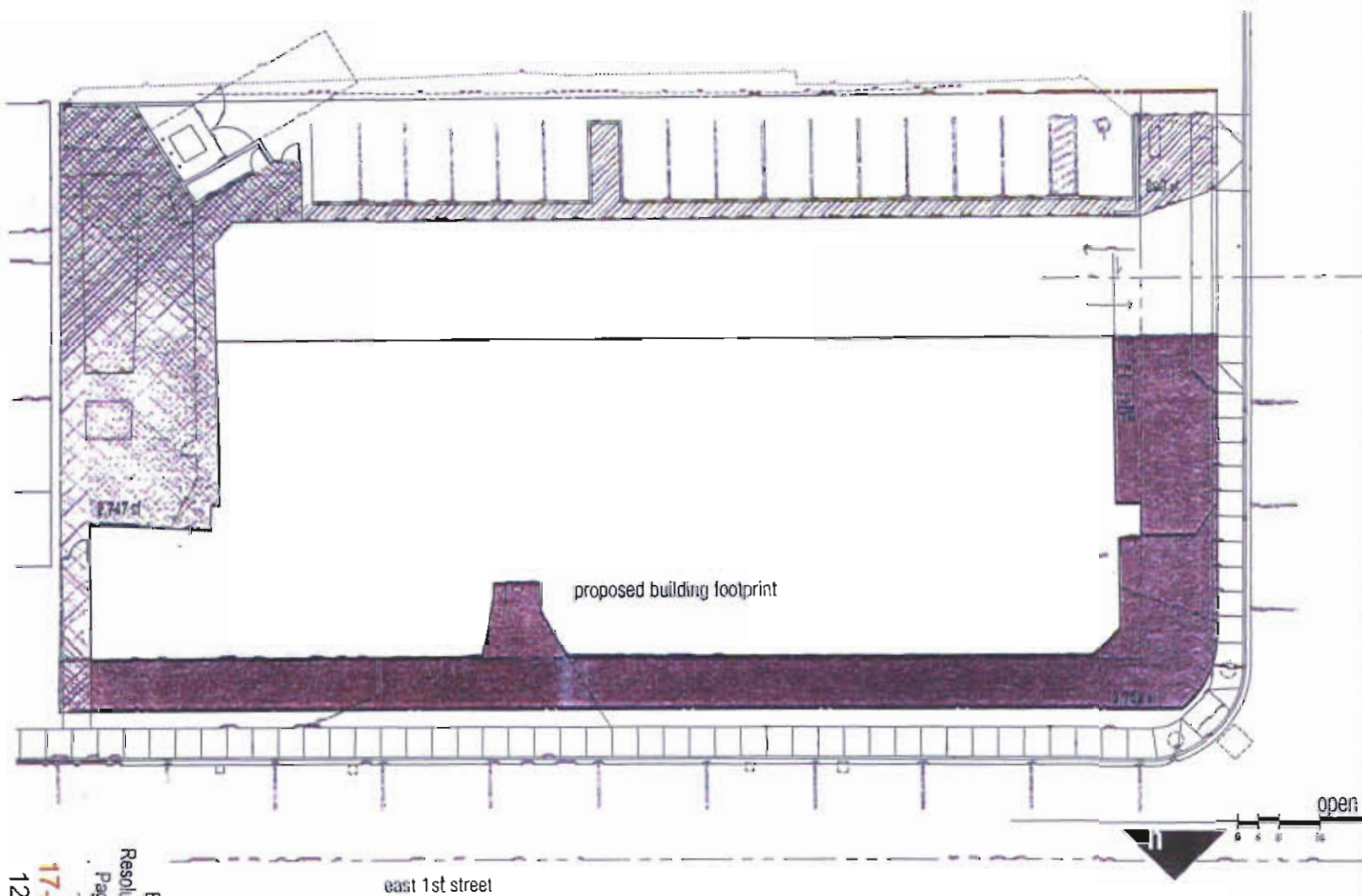
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 architect: [illegible]
 project location: [illegible]
 project number: [illegible]
 project date: [illegible]
 project status: [illegible]
 project description: [illegible]
 project notes: [illegible]

a2
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 6901 east 1st street, Scottsdale, AZ

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site/first level plan 1/8" = 1'-0"

Exhibit A
 Resolution No. 9621
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 12/13/2013



north 69th street (elaborate)

Project information

project address: 4001 east 1st street
 project name: 4001 east 1st street
 project owner: 4001 east 1st street
 project architect: will Bruder Architects
 project number: 17-ZN-2013

open space calculations

total open space: 7,484 sq ft (0.172 acres)
 storage open space: 3,742 sq ft (0.086 acres)
 open space other than storage open space: 3,742 sq ft (0.086 acres)
 parking for landscaping: 800 sq ft (0.018 acres)

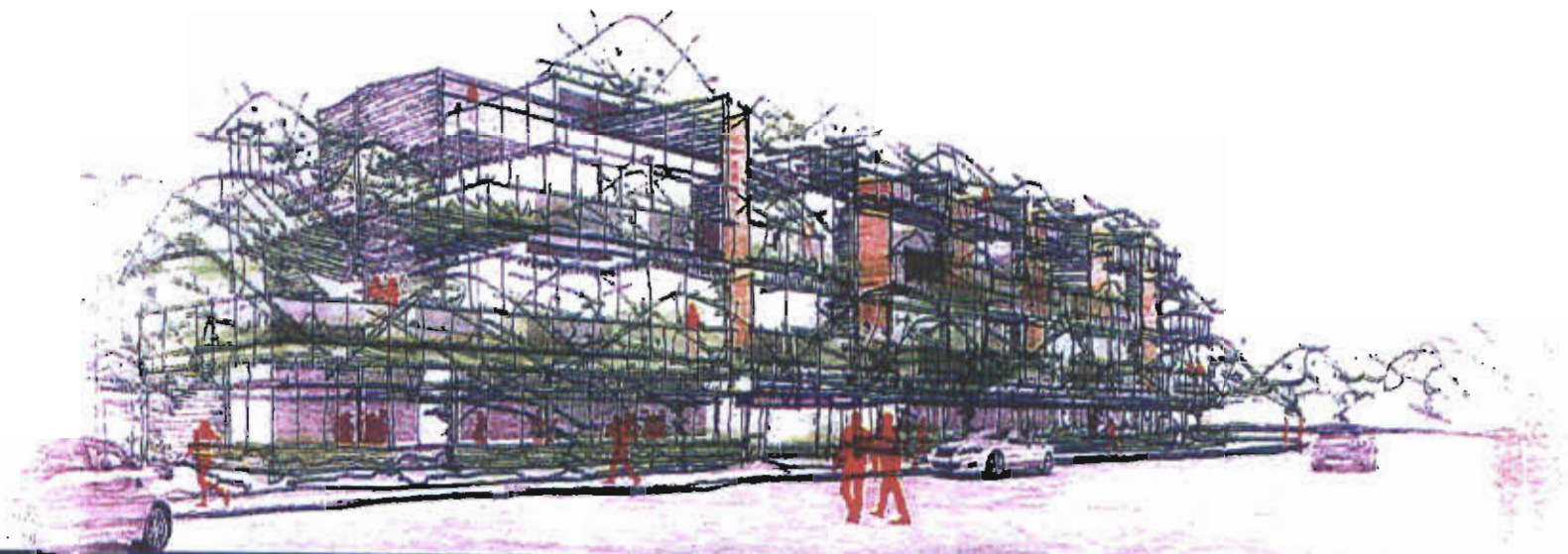
open space legend

- open space area
3,742 sq ft
- open space other than storage open space
3,742 sq ft
- open space for landscaping
800 sq ft

a3
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1/20/13
 2 december 2013



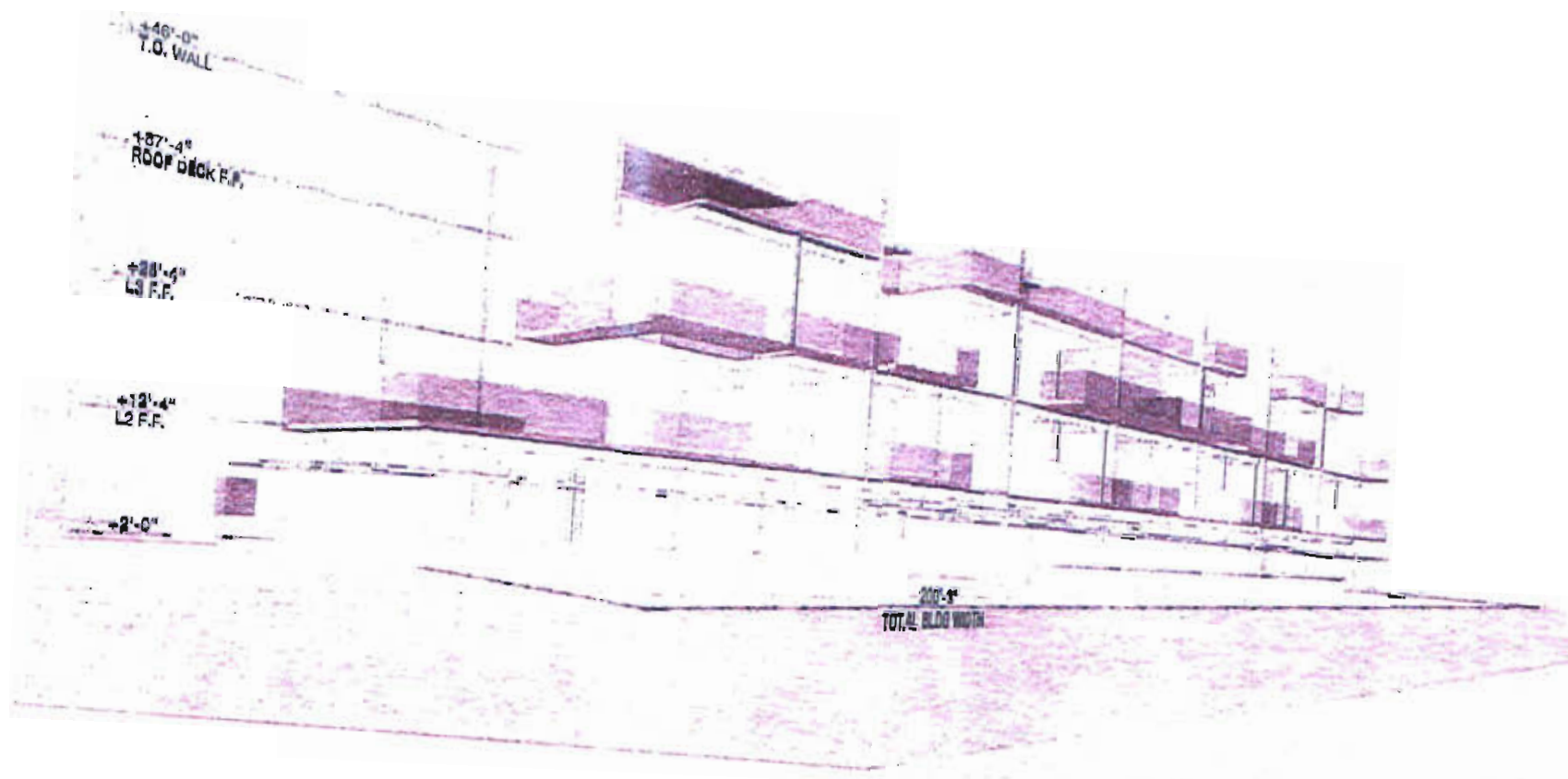
Eldorado 1st a mixed-use/residential development... view looking southwest from 1st street, Scottsdale, AZ. North American Development Group willbruderarchitects

Exhibit A

Resolution No. 9621

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12/13/2013

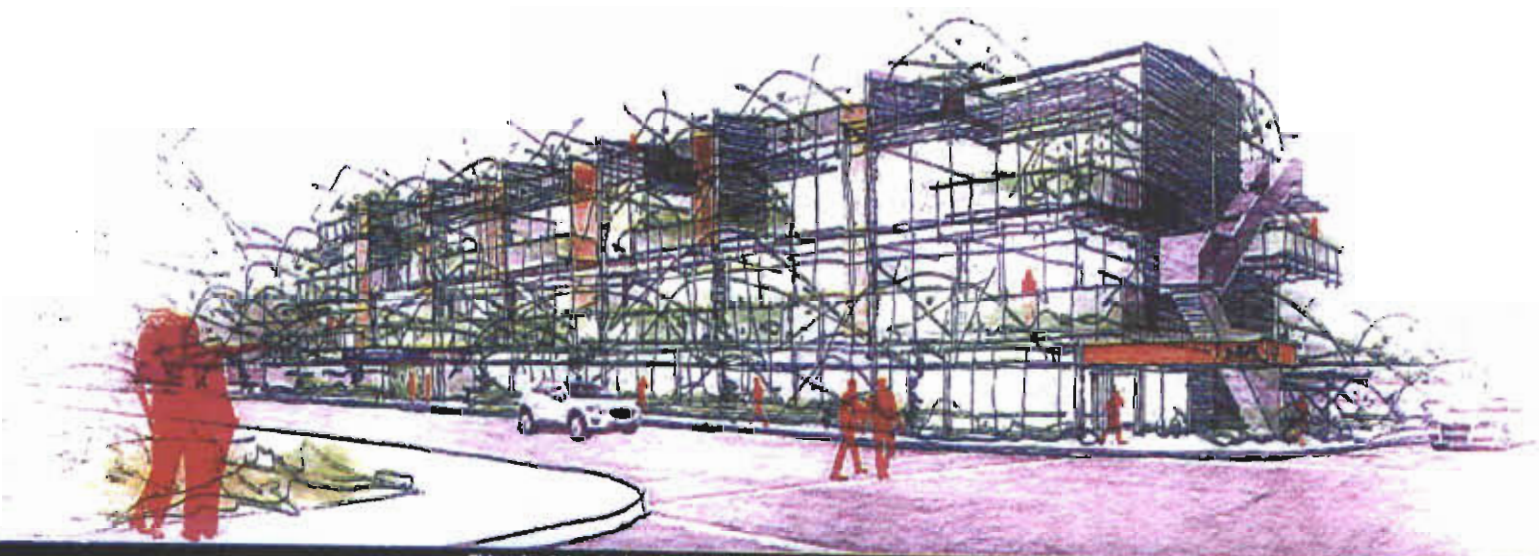


view looking southwest from 1st street

a6
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13008
 2 december 2013



Eldorado 1st a mixed-use residential development... view looking southeast from 1st street and 60th street... Scottsdale, AZ... NorthAMERICAN Development Group... will Bruder+Associates

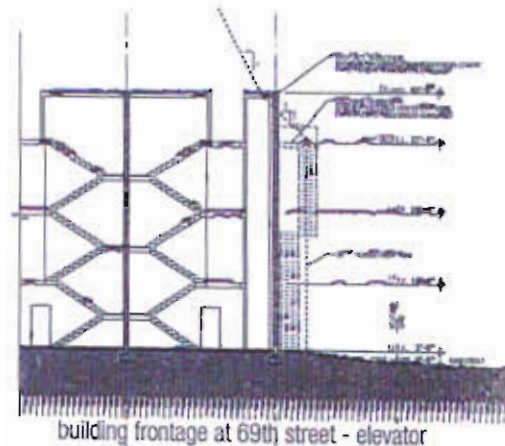
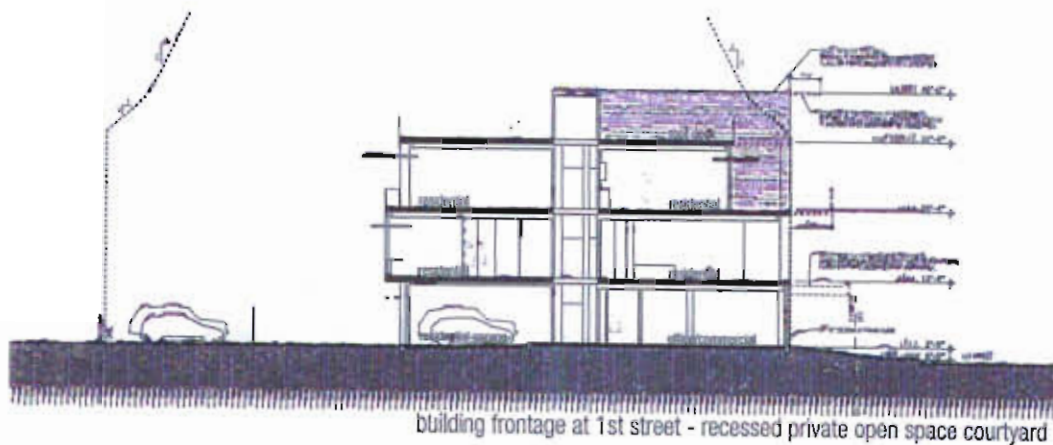
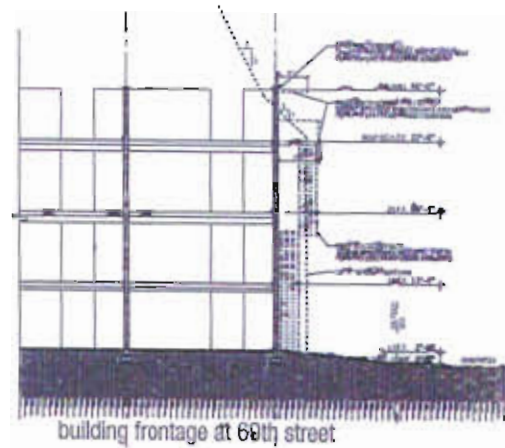
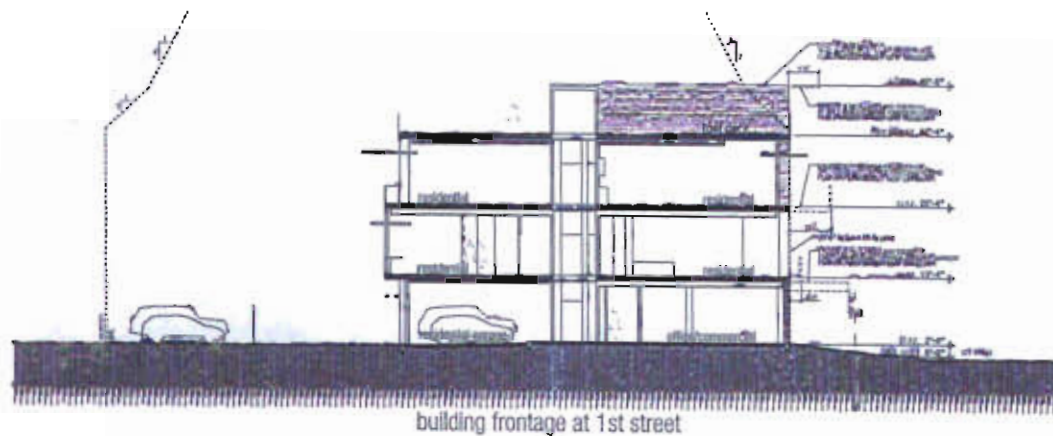


view looking southeast from 1st street and 6th street

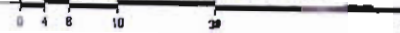
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1/2008
 2/2008
 2/2008



elevation worksheet 1/2" = 1'-0"



a4
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13008
2 december 2013



Eldorado on 1st

17-ZN-2013

ATTACHMENT #3

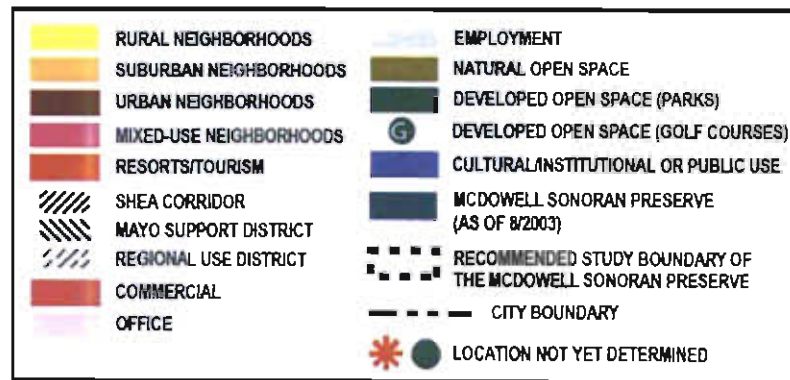
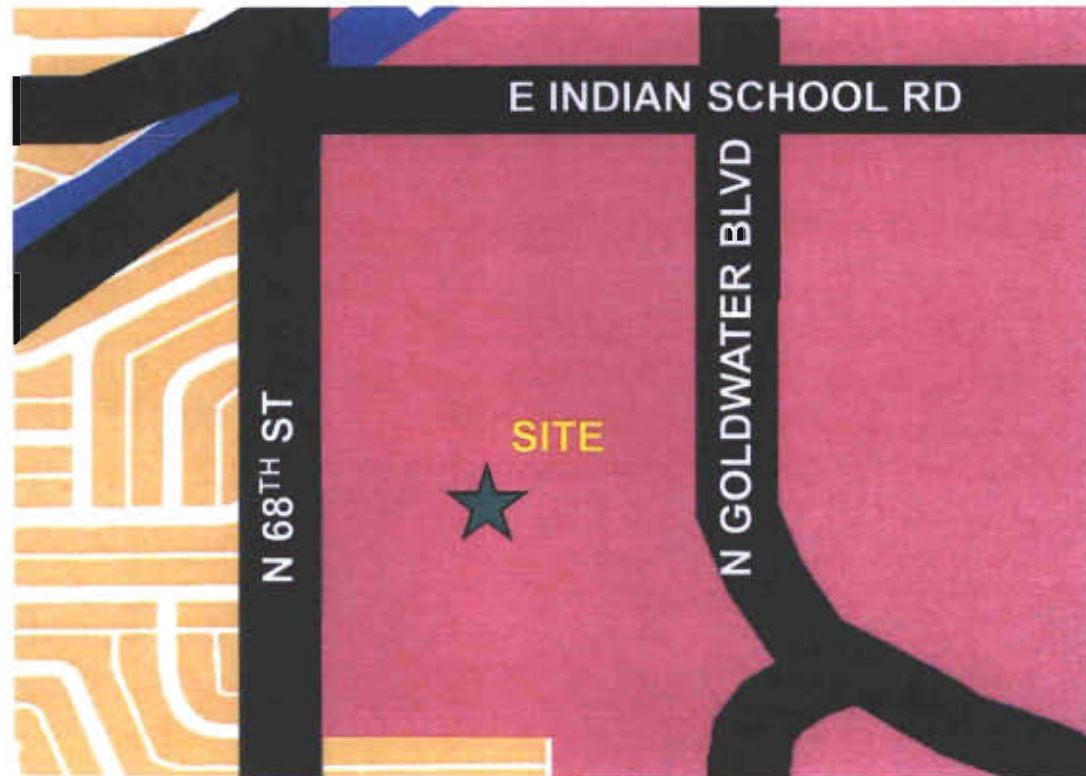


Eldorado on 1st

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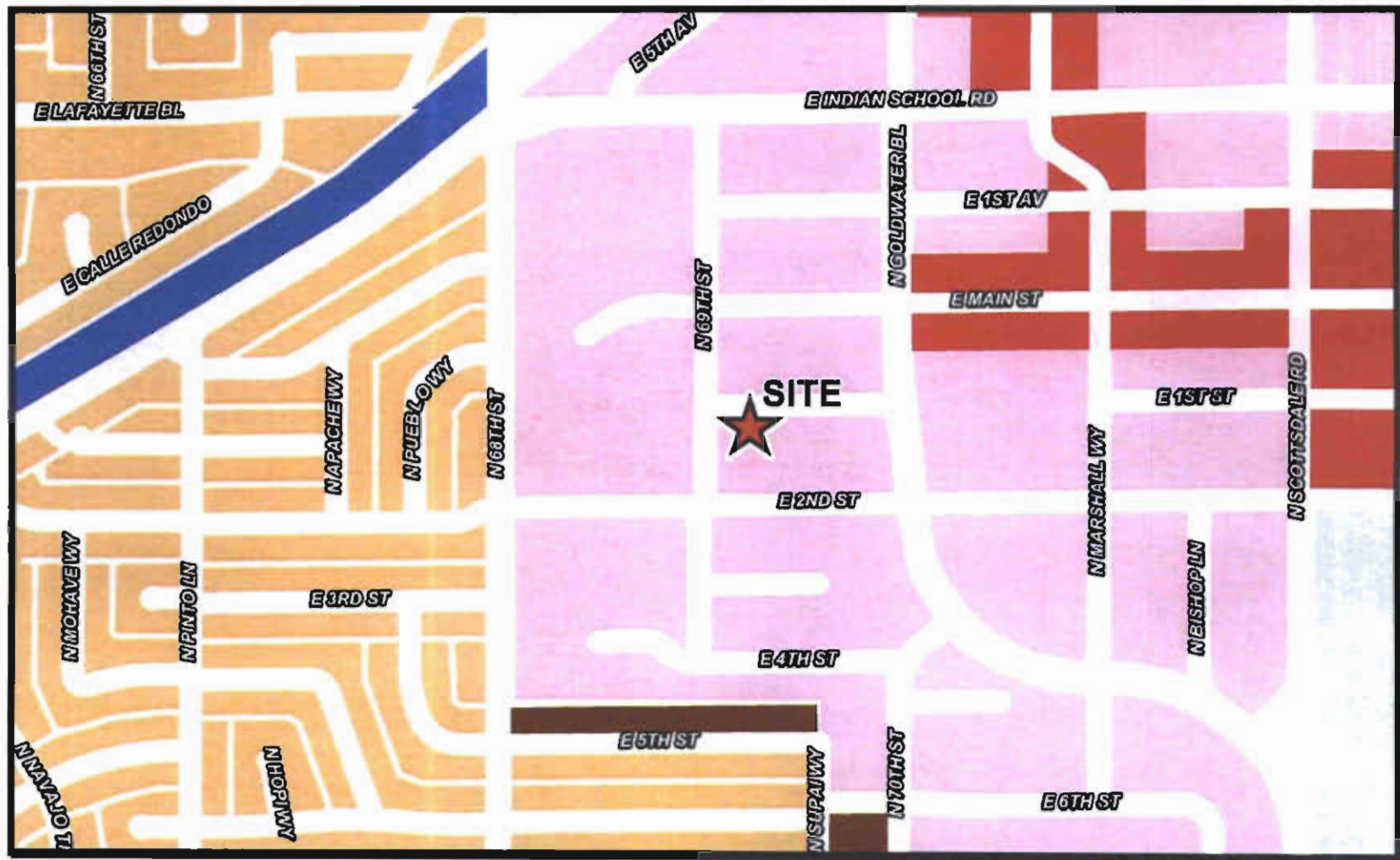
ATTACHMENT #3A

Existing General Plan Land Use Map



17-ZN-2013

ATTACHMENT #4

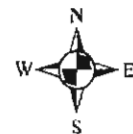


Land Use Designations

- Cultural/Institutional or Public
- Downtown Core - Type 1
- Downtown Medical - Type 2

17-ZN-2013

- Downtown Multiple Use - Type 2
- Suburban Neighborhoods
- Urban Neighborhoods



Staff's Analysis of the Development Review Board's Criteria for the Development Plan

Planned Block Development Overlay Criteria Analysis:

In accordance with Section 6.1304.A. of the Zoning Ordinance, before the first Planning Commission hearing on a Planned Block Development Overlay (PBD) district Zoning District Map Amendment application, the Development Review Board shall make a recommendation to the Planning Commission, regarding the proposed Development Plan (Attachment #'s 4 – 8), based on the following criteria for development in the Type 2 Area of the Downtown Area:

1. The Development Plan shall reflect the goals and policies of the Character & Design chapter of the Downtown Plan.

- *GOAL CD 1: The design character of any area should be enhanced and strengthened by new development that promotes contextual compatibility.*

The proposed development responds to the Downtown urban environment and contextual design area by placing the building near East 1st Street and North 69th Street, and incorporating building forms that are distinctive, complementary and assist in establishing urban character that respects and contributes to the existing and evolving contextual area, and the Sonoran Desert (DP CD 1.1, 1.2, and 1.4). Furthermore, the building scale, architectural features, storefront location, window location, defined building entry, and patios assists in incorporating a human scale and a pedestrian oriented character that accomplishes contextual compatibility and allows smooth design relationships within the established urban form, and the adjacent developments (DP CD 1.5, and 1.8).

- *GOAL CD 2: Development should sensitively transition in scale, height, and intensity at the downtown plan boundary and between adjoining urban neighborhoods of differing development.*

Even though this goal is not applicable, the proposed development is approximately seven hundred feet from the west Downtown Boundary, and approximately eight 800 feet from the Arizona Canal Conceptual Urban Neighborhood. Between the proposed development and the west Downtown Boundary is The Mark (83 feet tall inclusive of mechanical screening), and the approved Standard at the Valley Ho (36 feet tall inclusive of mechanical screening; 23-DR-2013). The proposed height of the development is 46 feet inclusive of mechanical screening. The existing and proposed developments effectively transition the building mass by incorporating massing that steps the building form, which is consistent with intent of the Character & Design chapter of the Downtown Plan (DP CD 2.2). In addition, the proposed development is in the Main Street Conceptual Urban Neighborhood that has the same planned development density and intensity for the Type 2 development area as the Arizona Canal Conceptual Urban Neighborhood. Furthermore, the proposed development has intensity Gross Floor Area Ratio (GFAR) of approximately 0.1, and a density of approximately 7.29, which also address the intent of the DP Goal 2.

- *GOAL CD 3: Downtown development should respect and respond to the unique climate and context of the southwestern Sonoran Desert.*

The proposed development incorporates patios at the second floor, third floor, and roof top that provide outdoor pedestrian comfort areas. In addition, the first floor has a large shade element that runs the length of the building adjacent to East 1st Street, and an enlarged entry canopy that assists in providing shaded outdoor pedestrian comfort areas. The inset and offset windows incorporate a variety of shaded elements and patio area, as well as allow the view to the north toward Camelback Mountain. The macro design elements of the building assist in addressing the policies of Goal CD 3, the finite design elements, such as landscaping, additional shade variety, and site design elements will be address with the Development Review Board application for the proposed development.

- *GOAL CD 4: Strengthen pedestrian character and create strong pedestrian linkages.*

The proposed development has pedestrian linkages to East 1st Street, North 69th Street, the parking to the rear, and through the development for the public, residents, and commercial tenants (DP CD 4.1, and 4.2). To strengthen the pedestrian connections adjacent to East 1st Street, complete half-street improvements (street, curb, and sidewalk) will be provided. In addition, the existing North 69th Street sidewalk will be removed and replaced with a new 6-foot-wide sidewalk. In addition, the existing Salt River Project valve containers will be lowered to be flush with the sidewalk.

- *GOAL CD 5: Create coherent and consistent street spaces.*

The proposed development incorporates a transitional street space between the development to the east, north and south, which will provide a continuity of pedestrian and street improvements that incorporate shade elements (structures and landscaping), and a building placement that provides a reasonably coherent streetscape (DP CD 5.1, 5.2, and 5.3).

- *GOAL CD 6: Incorporate a regional landscape palette that complements downtown's urban character.*

The proposed landscaping is anticipated to be consistent with the Sonoran Desert, and the Downtown Area, that will provide shade, a variety of scale, arrangement, and of color (DP CD 6.1, and 6.2). A comprehensive landscape plan will be provided with the Development Review Board application.

- *GOAL CD 7: The extent and quality of lighting should be integrally designed as a part of the built environment.*

The proposed illumination levels are anticipated to comply with the Design Standards & Policies Manual for the Downtown Area, which should achieve illuminating public and private spaces, and building accents (DP CD 7.1). The project narrative, describes that the lighting will be provided at ambient light levels that minimize glare. A comprehensive exterior lighting plan will be provided with the Development Review Board application.

- ***GOAL CD 8: Implement high quality design in downtown architecture***

The development incorporates masonry, glass, and building forms that provide a complementary interpretation of the Sonoran Desert architectural design that achieves the Scottsdale Sensitive Design Principles, and implements a high quality design, which is encouraged in the Downtown Area (DP CD 8.1, 8.2, 8.3, and 8.4). In addition, the design incorporates shade and elements of inset and offset overhangs that provide shaded entries and walkways (DP CD 8.2).

2. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines.
 - The proposed site development standards maintain the intent of the Downtown Plan Urban Design & Architectural Guidelines (DPUDAG) by respecting the arrangement of the adjacent buildings and providing a consistent street setback pattern and building location that will enable the setback zone to be designed primarily for pedestrian activity, which will assist in promoting an active street frontage (DPUDAG A1, A2, A8 and A9).
 - The proposed building form consists of a variety of recesses, projections, and building heights that assist in reducing of apparent size and bulk of development, and establish an apparent base and top (DPUDAG B1).
3. The building form shall reflect the planned character of development within which the development will be located.
 - The existing buildings within the area consist of varying architecture forms and heights: the Mark – 83 feet, the Valley Ho – 98 feet, the Standard at the Valley – 36 feet, the south and north office buildings and residential condominium to the west – approximately 30 feet, and the mixed use building to the east – 38 feet. The proposed development incorporates multiple building forms and variations in the heights. The maximum height, inclusive of roof top appurtenances, of 46 feet, which would be complementary to the existing buildings in the area.
4. The Development Plan shall incorporate standards for development within 350 feet of the Downtown Boundary that address appropriate transitions in building heights between the proposed development and the zoning districts abutting or adjacent to the development.
 - The development is not within 350 feet of the Downtown Boundary.
5. The Development Plan shall incorporate standards for development in the Downtown Regional Use - Type 2 or Downtown Medical - Type 2 Areas, and within 100 feet of the Downtown Multiple Use - Type 2 or Downtown Civic Center - Type 2 Areas, that address appropriate transitions in building heights between the proposed development and the Downtown Multiple Use - Type 2 or Downtown Civic Center - Type 2 Areas.
 - The development is not within the Downtown Regional Use - Type 2 or Downtown Medical - Type 2 Areas.

6. The Development Plan for development within 100 feet of a Type 1 Area shall incorporate standards that address appropriate landscape materials and transitions in building heights between the proposed development and the Type 1 Area.
 - The development is not within 100 feet of a Type 1 Area.
7. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms, and architectural features, that address human scale and pedestrian orientation.
 - The proposed design of the building incorporates a variety of building forms and architectural features. The variety of building heights, overhangs, windows, materials, and the main and side entry canopies, assists in providing definition to the building that contributes to providing human scale and pedestrian oriented active street frontage.
8. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.
 - The proposed development has pedestrian linkages to East 1st Street, North 69th Street, the parking to the rear, and through the development for the public, residents, and commercial tenants. To strengthen the pedestrian connections adjacent to East 1st Street, complete half-street improvements (street, curb, and sidewalk) will be provided, and the North 69th Street sidewalk will be widened and the Salt River Project obstructions will be removed.

October 16, 2013

Dan Symer, AICP
Senior Planner
City of Scottsdale
Community & Economic Development Division
Current Planning Services

RE: ZN 6901 – 6915 E 1st Street, Scottsdale, AZ 85251
Citizen Review Report

Dear Mr. Symer:

Please see the attached map and list of approximately 800 property owners, HOAs, neighborhood associations, and school districts that were contacted between the dates of August 21 and September 5, 2013, regarding the above referenced rezoning case, and specifically the neighborhood open house that was held at the Bulthaupt studio (4175 N Goldwater Blvd, Scottsdale AZ 85251) on Thursday Sept 19 at 5:00pm.

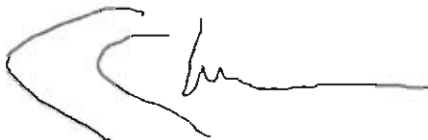
Also attached are copies of the letters that went to the property owners, neighborhood and homeowners associations, and the school district, the completed affidavit of mailing and the affidavit of sign posting (with time/date stamped photo), as well as the open house sign-in sheet.

Our architect, Will Bruder and I hosted the open house **together with Scott Jarson and Robert Moric**, two other members of our project design and development team. The response from all attendees was positive, and there were no negative comments or concerns to address resulting from the meeting.

I also personally visited each immediately adjacent neighbor to introduce the project and myself. There were no negative reactions resulting from those meetings, either.

Feel free to contact me with any questions or comments.

Sincerely,



Chris Chamberlain
Development

ATTACHMENT #7

17-ZN-2013
10/22/2013

September 4, 2013

RE: Redevelopment of 6901 – 6915 E 1st Street, Scottsdale, AZ 85251
City of Scottsdale Pre-Application # 358-PA-2013

Dear Neighbor:

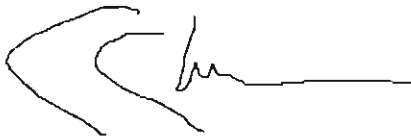
This correspondence is to notify you of the planned redevelopment of the 0.6 acre vacant property at the southeast corner of 69th Street and 1st Street, which will include a Rezoning of the property to Downtown Multiple Use – Type 2 (Planned Block Development), as well as a Development Review Board submittal.

The planned mixed use development will include 7 luxury residential units, as well as approximately 4,500 square feet of street-front commercial space. The architectural design for this building will be consistent with the character of the surrounding neighborhood, and the proposed development conforms to both the General Plan and the current Downtown ordinance.

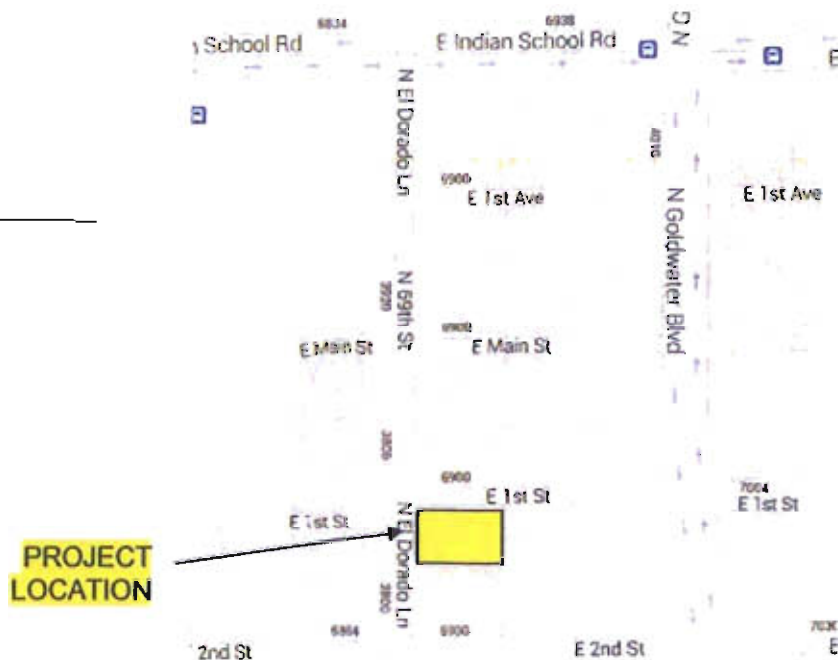
An open house to discuss the project will be hosted by Will Bruder Architects and North American Development Group at 5:00 pm on Thursday, September 19th, at the Bulthaup studio located at 4175 N Goldwater Blvd, Scottsdale, AZ 85251.

If you have any questions, please contact the project developer, Chris Chamberlain with North American Development Group at 480-675-7243 (cchamberlain@nadg.com), and/or the City plan reviewer, Dan Symer, at 480-312-4218 (dsymer@scottsdaleaz.gov), or visit the City of Scottsdale website (www.scottsdaleaz.gov/projects/projectsinprocess).

Sincerely,

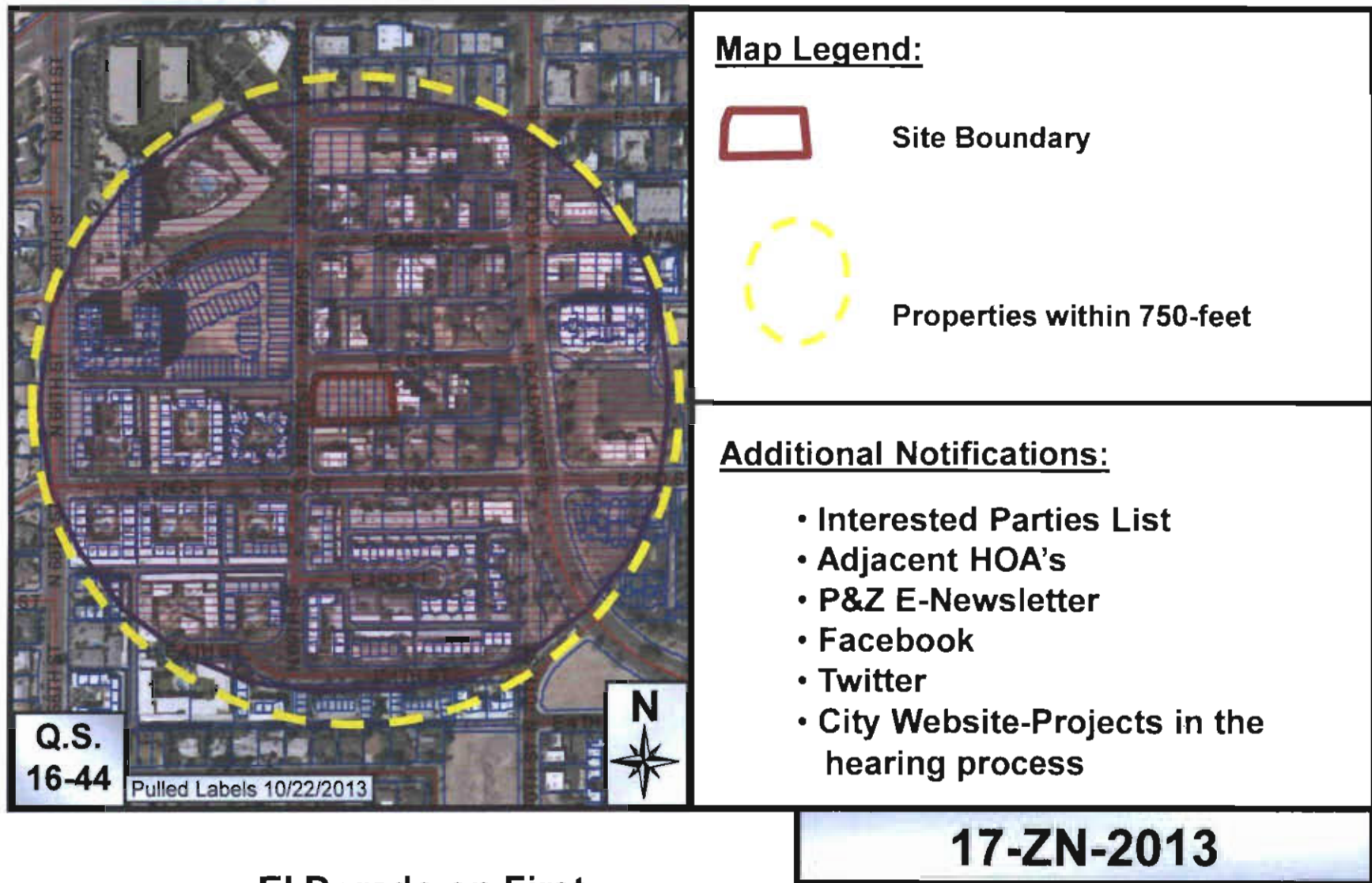


Chris Chamberlain
Development



NAME	ADDRESS	PHONE	EMAIL
EDAN BREHMANN	6834 E. 4TH ST. #7	SCOTTSDALE 85251	602-999-4542
DALE JODWIN	6962 E. 1ST AVE	SCOTTSDALE AZ 85251	480-994-5576
WILL DALY	5564 N 12TH ST	PHOENIX AZ 85014	602-989-6788 WILL@WKW
TERRY WHITE	6803 E MAIN #5503	SCOTTSDALE 85251	908-284-4444 ocean@lava.net
SCOT JARSON	3707 N. MARSHALL WY #5	85251	480-426-9300 SCOT@AZARCHITECTURE.COM
ACE BALLERY	6914 E. 3RD ST	SCOTTSDALE 85251	602-826-3155 ACE@WILMATEARTTOURS.COM

City Notifications – Mailing List Selection Map



El Dorado on First

ATTACHMENT #8



**SCOTTSDALE DEVELOPMENT REVIEW BOARD
GRANITE REEF SENIOR CENTER
1700 N. GRANITE REEF ROAD
SCOTTSDALE, ARIZONA**

Thursday December 19, 2013

SUMMARIZED MEETING MINUTES

PRESENT:

Linda Milhaven Councilwoman
Erik Filsinger, Planning Commissioner
Eric Gerster, Development Member
David Gulino, Development Member
Kevin Bollinger, Design Member

ABSENT:

Chris Jones, Vice Chair
Ali Fakih, Design Member

STAFF:

Steve Venker
Joe Padilla
Jesus Murillo
Keith Niederer
Dan Symer
Steve Perone

CALL TO ORDER

Councilwoman Milhaven called the meeting of the Scottsdale Development Review Board to order at 1:06 p.m.

ROLL CALL

A formal roll call was conducted confirming members present as stated above.

ADMINISTRATIVE REPORT

1. Identify supplemental information, if any, related to the December 19, 2013 Development Review Board agenda items, and other correspondence.

MINUTES

2. Approval of December 5, 2013 Development Review Board Meeting Minutes
BOARD MEMBER BOLLINGER MOVED TO APPROVE THE DECEMBER 5, 2013 DEVELOPMENT REVIEW BOARD MEETING MINUTES SECONDED BY BOARD MEMBER GULINO, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).

CONSENT AGENDA

3. 17-DR-2007#4 Scottsdale Fashion Square East End Redevelopment-North Expansion

BOARD MEMBER BOLLINGER MOVED TO APPROVE 17-DR-2007#4 SECONDED BY BOARD MEMBER GERSTER, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).

4. 87-DR-2008#2 Verizon PHO Carribean Antenna Modifications

BOARD MEMBER BOLLINGER MOVED TO APPROVE 87-DR-2008#2 SECONDED BY BOARD MEMBER GERSTER, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).

5. 17-ZN-2013 El Dorado on First

MOVED TO REGULAR. BOARD MEMBER GULINO MOVED TO RECOMMEND 17-ZN-2013 TO THE PLANNING COMMISSION AND THE CITY COUNCIL SECONDED BY BOARD MEMBER GERSTER, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).

6. 23-DR-2013 Scottsdale's Museum of the West

BOARD MEMBER BOLLINGER MOVED TO APPROVE 23-DR-2013 SECONDED BY BOARD MEMBER GERSTER, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).

7. 52-DR-2013 Sprint-PH29XC412 Scooter/Thunderbird Park Antenna Modifications

**BOARD MEMBER BOLLINGER MOVED TO APPROVE 52-DR-2013
SECONDED BY BOARD MEMBER GERSTER, THE MOTION CARRIED
UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).**

8. 56-DR-2013 AT&T P340 Antenna Modifications

**BOARD MEMBER BOLLINGER MOVED TO APPROVE 56-DR-2013
SECONDED BY BOARD MEMBER GERSTER, THE MOTION CARRIED
UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).**

9. 57-DR-2013 AT&T P335 WCF Antenna Modifications

**BOARD MEMBER BOLLINGER MOVED TO APPROVE 57-DR-2013
SECONDED BY BOARD MEMBER GERSTER, THE MOTION CARRIED
UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).**

10. 60-DR-2013 Sprint PH63XC009 Antenna Modifications

**BOARD MEMBER BOLLINGER MOVED TO APPROVE 60-DR-2013
SECONDED BY BOARD MEMBER GERSTER, THE MOTION CARRIED
UNANIMOUSLY WITH A VOTE OF FIVE (5) TO ZERO (0).**

REGULAR AGENDA

11. 42-DR-2013 Silverstone Retail Development

**BOARD MEMBER GERSTER MOVED TO APPROVE 42-DR-2013 SECONDED
BY BOARD MEMBER GULINO WITH DELETED AND ADDITIONAL
STIPULATIONS, THE MOTION WAS WITHDRAWN.**

**BOARD MEMBER GERSTER MOVED TO APPROVE 42-DR-2013 SECONDED
BY COMMISSIONER FILSINGER WITH ADDITIONAL AND DELETED
STIPULATIONS, THE MOTION CARRIED WITH A VOTE OF FOUR (4) TO
ONE (1) WITH COUNCILWOMAN MILAVEN DISSENTING.**

ADJOURNMENT

With no further business to discuss, the regular session of the Development Review Board adjourned at 2:25P.M.



**SCOTTSDALE PLANNING COMMISSION
KIVA-CITY HALL
3939 DRINKWATER BOULEVARD
SCOTTSDALE, ARIZONA**

WEDNESDAY, JANUARY 22, 2014

DRAFT SUMMARIZED MEETING MINUTES

PRESENT: Michael D'Andrea, Chairman
Ed Grant, Vice-Chair
Michael Edwards, Commissioner
Erik Filsinger, Commissioner
Matt Cody, Commissioner
David Brantner, Commissioner

ABSENT: Jay Petkunas, Commissioner

STAFF: Tim Curtis
Joe Padilla
Dan Symer
Brad Carr
Jesus Murillo
Kira Wauwie
Meredith Tessier

CALL TO ORDER

Chair D'Andrea called the regular session of the Scottsdale Planning Commission to order at 5:02 p.m.

ROLL CALL

A formal roll call was conducted confirming members present as stated above.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission website at:
www.scottsdaleaz.gov/boards/PC.asp

MINUTES REVIEW AND APPROVAL

1. Approval of January 8, 2014 Regular Meeting Minutes including Study Session.

VICE CHAIR GRANT MOVED TO APPROVE THE JANUARY 8, 2014 REGULAR MEETING MINUTES, INCLUDING STUDY SESSION. SECONDED BY COMMISSIONER EDWARDS, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SIX (6) TO ZERO (0).

EXPEDITED AGENDA

2. 7-TA-2013 (SB 1103 Charter Schools)
3. 9-GP-2013 (Diamante)
4. 16-ZN-2013 (Diamante)
5. 13-ZN-2013 (Delux scottsdale)
6. 17-ZN-2013 (Eldorado on First)

ITEM NOS. 2, 3, 4, 5 & 6; RECOMMENDED CITY COUNCIL APPROVE CASE 7-TA-2013, 9-GP-2013, 16-ZN-2013, 13-ZN-2013 AND 17-ZN-2013 PER THE STAFF RECOMMENDED STIPULATIONS AND AFTER DETERMINING THAT THE PROPOSED TEXT AMENDMENT AND ZONING DISTRICT MAP AMENDMENTS ARE CONSISTENT AND CONFORM WITH THE ADOPTED GENERAL PLAN; THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SIX (6) TO (0) ZERO; MOTION BY COMMISSIONER FILSINGER, SECONDED BY COMMISSIONER EDWARDS.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission website at:
www.scottsdaleaz.gov/boards/PC.asp

REGULAR AGENDA

7. 8-GP-2013 (Whisper Ridge)
8. 8-ZN-2013 (Whisper Ridge)

**MOTION FOR A CONTINUANCE TO THE FEBRUARY 12, 2014
PLANNING COMMISSION HEARING, THE MOTION CARRIED
UNANIMOUSLY WITH A VOTE OF SIX (6) TO (0) ZERO; MOTION BY
COMMISSIONER FILSINGER, SECONDED BY VICE CHAIR GRANT.**

Richard Russell had comments regarding 8-GP-2013 & 8-ZN-2013.

NON-ACTION AGENDA

9. 1-TA-2014 (Definitions-Responsible Party Text Amendment)

ADJOURNMENT

With no further business to discuss, the regular session of the Planning Commission adjourned at 5:15 p.m.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission website at:
www.scottsdaleaz.gov/boards/PC.asp